

February 10, 2010

ITEM NO. B3

**AUTHORIZATION TO ENTER INTO A CONTRACT WITH PEDELTY
ENTERPRISES, LLC FOR CONSULTING SERVICES RELATED TO CHA'S
STRATEGIC PLAN**

To the Honorable Board of Commissioners:

RECOMMENDATION

It is recommended that the Board of Commissioners authorize the Chief Executive Officer or his authorized designee(s) to enter into a contract with Pedelty Enterprises, LLC for Consulting services related to CHA's Strategic Plan in a not to exceed amount of \$480,000.00 for a two year term.

AWARD/PROCUREMENT INFORMATION

Funding: General Fund

Vendor: Pedelty Enterprises, LLC
1320 South Plymouth Court
Chicago, Illinois 60605

Specification No.: 09-00437
Contract Type: Firm Fixed Price
Contract Term: 2 Years
Contract Amount: Not-To Exceed \$480,000
Option Period: One

Date Advertised: 11/20, 11/23, & 11/25/09
Pre-Proposal Conference: 12/2/09
Proposal Due Date: 12/14/09
Number of Firms solicited: 8
Number of Pick-ups: 1
Number downloaded/BuySpeed: 34
Addendums Issued: 1
Number of Proposals Received: 1
Advertisement Publications: CHA Website
BuySpeed
Chicago Sun-Times
Chicago Defender
Extra

M/W/DBE Participation

Direct ___ % MBE 20 % WBE ___ % DBE
Indirect ___ % MBE ___ % WBE ___ % DBE
Waiver ___ Yes/No

Section 3:

___ (#) Hiring ___ (\$) Subcontracting 1.5% (\$) Other Economic Opportunities

EXPLANATION

In 2007, the CHA Board of Commissioners and the Executive Staff embarked upon a strategic planning effort to ensure that the agency moved forward in the proper direction concurrent to the requirements of the CHA Plan for Transformation. Now past tenth year of the Plan for Transformation, the goals and objectives of the agency are focused on maintaining a new portfolio of assets and ensuring that creative methods are used to complete the rehabilitation and redevelopment efforts within the constraints of our current economic climate.

This Strategic Plan evolved into the following five (5) Vision Statements:

- I. An Award Winning Portfolio
- II. A Well Managed and Fiscally Sound Agency
- III. A Collaborative Environment with Quality Talent
- IV. A Resident Sensitive and Responsibility focused Agency
- V. An agency with useful and productive Partnerships

In addition, several critical objectives were developed out of the vision statements, including: Increasing Occupancy, Establishing an effective Asset Management Structure, Aligning the Agency with the Strategic Plan and New Asset Management Model, Improving Management Capacity, and Recruiting and retaining highly skilled employees. These vision statements will continue to evolve throughout the next 24 months in accordance with the needs of the agency, as well as the influences of the economy and the real estate market.

Throughout the course of 2008 and 2009, the prior strategic planning engagement successfully assisted the CHA in 1) aligning the agency in a manner that critically matches the Strategic Plan; 2) addressing organizational design issues, matching the proper staff with the appropriate functions within the agency's new organizational structure; 3) ensuring that the new alignment has created provisions for accountability for all Strategic Plan Participants; 4) ensuring that there is a deliberate reporting mechanism to the Board of Commissioners and all staff so that all parties understand where the agency is in the process of the Strategic Plan as it relates to the Plan for Transformation. These efforts have been accomplished through the facilitation of quarterly retreats with top management.

The next steps in order to accomplish the subsequent objectives of the Strategic Plan are to:

- 1. Continue Executive Coaching for the team members reporting to the Chief Executive Officer/ President to further the success of the agency's strategic alignment;
- 2. Provide for tactical and strategic planning intervention when necessary to support the executive team and their divisions in order to comply with federal, city and other mandates and initiatives;
- 3. Facilitate Leadership and Board of Commissioner quarterly retreats to assist in the effective communication of the implementation of the Strategic Plan.

This engagement will carry out the objectives noted above via a 2 year term contract (February 2010-February 2012), with a 1 year extension option.

PROCUREMENT HISTORY

RFP Number 09-00437 for Strategic Planning Consulting Services was released on November 20, 2009. The RFP was advertised in Extra Newspaper on November 20, 2009, Chicago Sun-Times on November 23, 2009 and in the Chicago Defender on November 25, 2009. In addition to advertising in the newspaper, the RFP was placed on the CHA's Website and in BuySpeed. Eight (8) firms were directly solicited, including one WBE firm. Thirty-four (34) firms downloaded the solicitation from BuySpeed and one firm picked up a copy of the RFP. A Pre-Proposal Conference was held at the CHA on December 2, 2009 at 2:00 p.m. Addendum Number One was issued on December 7, 2009 to extend to proposal due date as well as to respond to questions. One proposal was received on December 14, 2009, the due date set for submission. Although, only one proposal was received, the user department decided to move forward with the project and the proposal was evaluated by an evaluation committee comprised of five.

After the evaluation committee completed its analysis, the firm was invited to discuss their proposal and to negotiate pricing. Based upon the evaluation of the written proposal and information gathered from discussions, it was determined to move forward with Pedelty Enterprises, LLC.

Based on the foregoing, it is in the best interest of the CHA that the Board of Commissioners authorize the Chief Executive Officer or his designee to enter into a contract with Pedelty Enterprises, LLC for Strategic Planning Consulting Services for a term of two (2) years in an amount not to exceed \$480,00.00 with a one year option period.

RESOLUTION NO. 2010-CHA-16

WHEREAS, the Board of Commissioners has reviewed Board Letter dated February 10, 2010, entitled "Authorization to enter into a contract with Pedelty Enterprises, LLC for consulting services related to CHA's Strategic Plan in a not to exceed amount of \$480,000.00 for a two year term."

THEREFORE, BE IT RESOLVED BY THE CHICAGO HOUSING AUTHORITY

THAT the Board of Commissioners authorizes the Chief Executive Officer or his designee to enter into a contract with Pedelty Enterprises, LLC for consulting services related to CHA's Strategic Plan in a not to exceed amount of \$480,000.00 for a two year term," with a one year option subject to Board approval.

